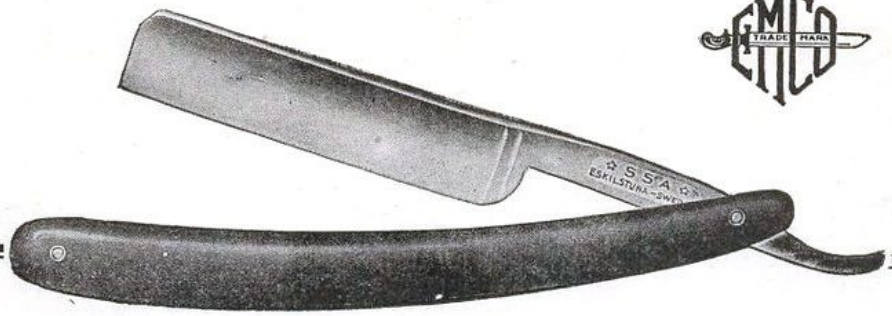

Eyes or Face?

Don't look a man in the **eyes** when you sell him a razor—look at his **face.**

Then you can judge what kind of a beard he has and determine what style razor will give him the best shave.

Some men think a good razor must have a good "ring". A ringing sound proves nothing, except that the razor is nicely hollow ground. It has nothing to do with the shaving quality which is due to the steel used and the treatment accorded it. The famous

★SSA★ RAZORS

come ground just right for heavy, medium and light beards and you needn't hesitate to look a man in the **eyes** every time you see him after selling one, because the quality and workmanship in these popular Swedish Hand Made Razors is unsurpassed.

The same dependable quality is true of S S A Swedish Diagonal Pliers which are having a large sale among electricians, linemen and all who have use for pliers of this kind.

Write for prices on Razors, Pliers and our New Line of Attractive Pocket Knives.

The S S A Company Is a 100% Swedish Concern

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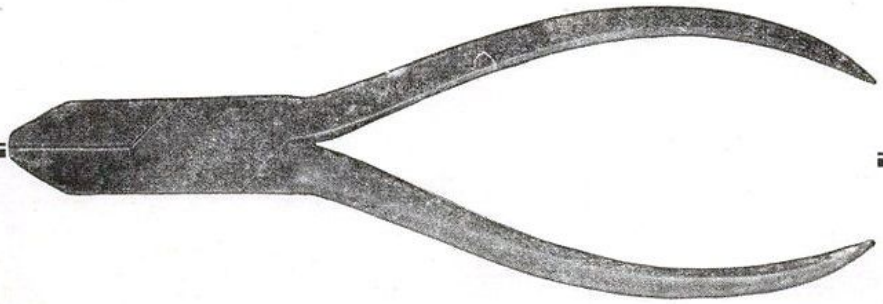
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